



Silver Cross is passionate about offering parents the highest levels of quality, baby comfort and safety, coupled with chic, contemporary design. A British brand with more than 130 years of heritage, Silver Cross now operates not only in the UK, but also sells products throughout the world, offering fashionably designed prams and pushchairs, child car seats, nursery toys and new for 2010, furniture and bedding.

Market

The UK baby market, which is defined as households with babies and children under the age of four years old, is currently worth an estimated £1 billion. Already a world leader in the design, development and production of high quality nursery products, Silver Cross is continuing to gain an increased share of the nursery goods market. Indeed, the particular focus for the brand in 2010 was to offer new parents across the globe a truly international selection of quality nursery products, and this continues throughout 2011.

Product

All Silver Cross products are created by in-house designers and product development specialists in its UK head office, and aim to make consumers' lives as simple as possible.

The highly acclaimed travel collection comprises a wide range of modern prams and pushchairs including the recently launched,



a fully adjustable group 2-3 car seat; and the Navigator Fix, Silver Cross' latest ISOFIX group 2-3 seat for older children.

The world famous Heritage Collection features two traditional coach-built prams. The Balmoral pram has become a global style icon, highly favoured by the Royal Family and A-list celebrities; it sets the highest standard for handmade luxury. In addition, the Silver Cross Kensington pram comes from the same line and is defined by a sweeping, curved, hand-painted steel body and highly polished chrome chassis. All Heritage prams are handmade to the same high standards employed in the 19th century. Each comes with an individually numbered plaque and certificate of authenticity, including the craftsman's signature. The Silver Cross children's Heritage toy range includes exact miniature replicas of the full size Balmoral, and the Cottingley and Oberon dolls prams.

Three new toy collections were created in 2009, featuring classic teddy bears and rag dolls, a range of owl and pussycat themed nursery gifts, and a soft activity collection that develops young children's key skills.

Achievements

Silver Cross' leading British design and high manufacturing quality continues to be put through its paces by parents across the country, with the brand's travel collection winning numerous high profile parenting magazine awards – proof of the affection parents hold for Silver Cross.

The brand's popularity in the UK has aided growing recognition of its products

internationally. With distributors operating across the world, Silver Cross products can now be seen in cities as diverse as Tokyo, where their lightweight strollers are particularly popular; Moscow, where the Sleepover has been a notable success; and Melbourne, where the new Surf has been a hit.

Recent Developments

During 2010 Silver Cross continued to drive forward with modern designs. A lightweight pushchair – Zest – is the latest addition to the travel collection, offering an ultra lightweight option to complement the successful Pop.

In a bold new venture, Silver Cross has also launched a new furniture, bedding and décor collection: an exclusive range for the nursery that has been meticulously built to Silver Cross' high standards. The furniture collection features three wooden styles – Devonshire, Nostalgia and Porterhouse – and is designed to grow alongside a child, from cot to junior bed, thus giving years of service. It also offers a full size wardrobe and dresser/changer. A new Silver Cross home delivery service adds a further dimension of customer care to the collection.

The three new styles of bedding and décor – Classic, Cherished and So Pretty – have been developed by top Silver Cross designers. Combining quality fabrics, trims and embroideries, the ranges are not only durable and practical, but appealing as well.

2011 will also see a further expansion of Silver Cross' soft activity toys, with the Riverbank collection providing a new range of fun, educational toys based on animal characters.

Silver Cross has a long history of charity work and the latest project is the funding of two bursaries at the Genesis Research Trust.



Under the leadership of Lord Robert Winston, the Genesis Research Trust is involved in cutting-edge medical research into the prevention of premature birth.

Promotion

Silver Cross invests heavily in marketing, with consumer advertising featuring in lifestyle and parenting titles; a presence at major nursery trade events and consumer shows; in-store point of sale promotions; and extensive online activity. This online activity includes the successful use of Facebook and Twitter as well as the Silver Cross blog pages, through which

customers and followers can interact with the brand on a daily basis.

Silver Cross communicates about its products in a straightforward, frank and honest way. Indeed, its strongest marketing tool has always been word-of-mouth. From trendsetters in the film and music world to everyday British mums, the brand is endorsed by those who have first-hand experience of Silver Cross products.

Brand Values

Silver Cross is one of the UK's most loved and established brands. In 2011, more than 130 years after its launch, Silver Cross still stands for elegance, fashion and cutting-edge British design. It strives to be known worldwide for its experience and passion in producing stylish and innovative products that deliver genuine value for money while making the lives of modern parents easier.

Things you didn't know about Silver Cross

Founded in 1877, Silver Cross is the oldest nursery brand in the world.

Silver Cross prams have been used by royalty for nearly 100 years; it supplied its first baby carriage to George VI for Princess Elizabeth.

More than 1,000 individual hand operations are required to manufacture each Balmoral pram.

Silver Cross sells prams in more than 30 countries worldwide.



1877	1920s-30s	1951	1977	1988	2002
Silver Cross is founded by William Wilson, a prolific inventor of baby carriages who created a reputation for producing the world's finest carriages.	Silver Cross becomes incorporated and is crowned the number one baby carriage for royals, supplying its first baby carriage to George VI for Princess Elizabeth.	Silver Cross launches a new shape; the forefather of the Balmoral, it becomes synonymous with the name 'pram'.	Silver Cross celebrates its centenary by flying customers and buyers around the world in its new centenary aircraft, and by presenting a baby carriage to Princess Anne.	The Wayfarer is launched. It becomes Britain's best-selling pushchair for a decade, selling more than 3,000 per week.	Entrepreneur and businessman Alan Halsall purchases Silver Cross and relaunches the famous Balmoral.

2006	2007	2009	2010
Silver Cross goes global, forging partnerships with distributors in Europe, America, Canada and Japan.	Silver Cross launches its Home Collection and the combination stroller, Dazzle. The following year the lightweight stroller, Fizz, launches.	Silver Cross launches the Halo pushchair, Halo Rocker, Doodle high-low chair, and ranges of soft activity and gift toys. Silvercross.co.uk becomes a fully transactional online shop.	Silver Cross launches the Surf pram and pushchair, and the Studio Collection of furniture and bedding. The brand expands online, with a blog and presences on Facebook and Twitter.